

AUSSEN WIRTSCHAFT CONFERENCE AFRICA DAY

Wednesday, November 6th, 2019

PROGRAM

Venue: | Wirtschaftskammer Österreich | Octogon | Wiedner Hauptstraße 63, 1045 Wien
Conference Language: English

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in co-operation with:

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CONFERENCE

AFRICA DAY

Wednesday, November 6th, 2019

PROGRAM

Location: Wirtschaftskammer Österreich | Octogon | Wiedner Hauptstraße 63, 1040 Vienna

08.15 – 09.00 REGISTRATION

09.00 – 09.20 OPENING REMARKS

HALL 6

- **Jürgen ROTH**
Vice President of the Austrian Federal Economic Chamber
- **Elisabeth UDOLF-STROBL**
Minister for Digital and Economic Affairs Austria
- **Sele YALAGHULI**
Minister of Finance Democratic Republic of Congo
- **Mariana KÜHNEL**
Deputy Secretary General of the Austrian Federal Economic Chamber

09.20 – 09.40 KEYNOTE 1

HALL 6

- **Bukky GEORGE**
CEO, Health Plus Ltd., Nigeria

09.40 – 10.00 KEYNOTE 2

HALL 6

KEY MARKETS AND MARKET ENTRY STRATEGIES IN SUBSAHARAN AFRICA

Presentation of a new study identifying focus markets and market entry strategies

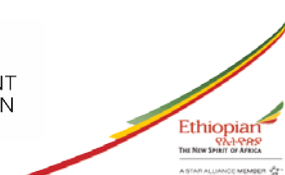
- **Philipp VON CARLOWITZ**
Professor at ESB Business School, Reutlingen University

10.00 – 10.15 OUR INITIATIVE FOR AFRICA

- **Michael OTTER**
Director General, Advantage Austria, Austrian Federal Economic Chamber

10.15 – 10.30 COFFEE BREAK

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Digitalisierung und
Wirtschaftsstandort



OPPORTUNITIES ARISING FROM TRENDS IN AFRICA

10.30 –
11.15

PANEL 1
OPPORTUNITIES ARISING FROM
URBANIZATION AND DEMOGRAPHIC
CHANGE

- **Marco ROMAHN**, Managing Director, Neulandt GmbH
- **Joseph SIAW AGYEPONG**, Jospong Group (Ghana)
- **Melina SCHNEIDER**, Director Educational Policy Department, Austrian Federal Economic Chamber
- **Edith PREDORF**, Austrian Commercial Counsellor in Nairobi

HOST: Matthias GRABNER
HALL 4

PANEL 2
OPPORTUNITIES ARISING FROM CLIMATE
AND ENVIRONMENTAL CHANGE

- **Thomas KRAUSSE**, BlueSky Energy GmbH (Austria)
- **Hervé AZEMTSA**, Managing Director, S2 Services Sarl (Cameroon)
- **Michael BERGER**, Austrian Commercial Counsellor in Casablanca
- **Paul T. YILLIA**, Research Scholar International Institute for Applied Systems Analysis (IIASA)

HOST: Konrad ECKL
HALL 2

PANEL 3
INFRASTRUCTURE AND INDUSTRIALIZATION

- **Karsten FÜLSTER**, Head of Business Development and Country Manager for Germany, Austria and Switzerland, IFC
- **Wolfgang PESEC**, Vice President Sales, Voestalpine Railway Systems
- **Damola OMOLE**, Head of Energy Strategy, Dangote Group (Nigeria)
- **Mohamed Amal GUEDIRA**, CEO & Founder Automotive Moroccan Group Business & Consulting

HOST: Martin WOLLER, Austrian Commercial Counsellor in Cairo

HALL 1

11.30 –
12.15

PANEL 4
OPPORTUNITIES ARISING FROM NEW
TECHNOLOGIES AND INNOVATION

- **Nkemdi UWAJE-BEGHO**, CEO, Future Software Resources Nigeria
- **Christiane HOLZINGER**, President, Junior Chamber Austria
- **Annabel DALLAMORE**, Strider Tech (South Africa)
- **Hannes ECKMAYR**, Co-Founder, Ilara Health (Kenya)
- **Michael SCHERZ**, Head of Innovation, Advantage Austria, Austrian Federal Economic Chamber

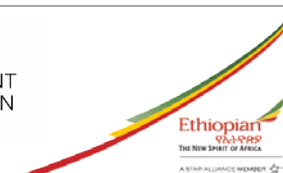
HOST: Kenneth OTALOR
HALL 1

PANEL 5
ADAPTING PRODUCTS AND SERVICES FOR
AFRICA

- **Thomas KUKOVEC**, Business Development Regional Manager, Technik-Plus Carbon Farming Austria
- **Tawanda MUDIMBU**, Director Business Development, Asoko Insight (UK)
- **Nivedita AGARWAL**, Chair of Technology Management, Friedrich-Alexander-Universität Erlangen-Nürnberg
- **Johannes BRUNNER**, Austrian Commercial Counsellor in Johannesburg

HOST: Rita ISIBA
HALL 2

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MARKET ENTRY STRATEGIES AND BUSINESS MODELS FOR AFRICA

**12.30 –
13.15**

**PANEL 6
MARKET ENTRY VIA DISTRIBUTORS AND
COOPERATIONS**

- **Rasmus WOERMANN**, C. Woermann GmbH & Co KG (Germany)
- **Maher ALMOTAHEM**, Director, UNIDOR Company Ltd. (Ghana)
- **António DINIS**, Prod. Dir. Geo Maritime, Teixeira Duarte (Portugal)
- **Ferdinand SCHIPFER**, Oesterreichische Kontrollbank (OeKB)

HOST: Guido STOCK, Austrian Commercial Counsellor in Lagos

HALL 1

**PANEL 7
SCALING UP VIA INVESTMENT**

- **Michael WANCATA**, Oesterreichische Entwicklungsbank (OeEB)
- **Gunter SCHALL**, Director Business and Development, Austrian Development Agency (ADA)
- **Manuela FÜRST**, CFO Division Fruit, Board Member Finance, IT, HR, Legal, AGRANA Fruit Division
- **Gerald EDER**, Managing Director, Hydrophil

HOST: Franz BACHLEITNER, Austrian Commercial Counsellor in Algiers

HALL 2

**13.15 –
14.15**

LUNCH & NETWORKING

**14.15 –
15.00**

COUNTRY FOCUS DEMOCRATIC REPUBLIC OF CONGO

- **Sele YALAGHULI**, Minister of Finance D.R.C.
- **Dominic FREUNDORFER**, Austrian Honorary Consul to the D.R.C.

HOST: Guido STOCK, Austrian Commercial Counsellor in Lagos

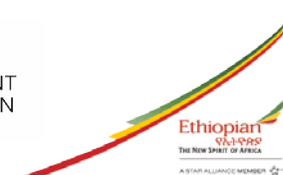
HALL 1

**14.15 –
17.00**

**B2B-MEETINGS
INDIVIDUAL COMPANY MEETINGS WITH THE AUSTRIAN COMMERCIAL COUNSELLORS,
FINANCING EXPERTS AND REPRESENTATIVES OF AFRICAN COMPANIES**

HALL 4 & 5

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